

Message for Nicholes, Nichelle

From: DAlessandro, Giuseppe
Date: Thu, Apr 7, 1994 10:12 AM
Subject: FW: May Direct Mail
To: Nicholes, Nichelle; Sinha, Arun

2060183770

From: DAlessandro, Giuseppe on Thu, Apr 7, 1994 10:23 AM
Subject: RE: May Direct Mail
To: Mark BURGESS

MARK,
IN RESPONSE TO YOUR MAIL:

1- YOU WILL BE GETTING UPC'S TOMORROW FRIDAY.

2- POS # ARE: 65182-ENVELOPE
65183-FORM.

3- EXPIRATION DATES: FREE PACK- MAY 27,1994
B1G1F- JUNE 10,1994
B2G1F- JUNE 24, 1994

4- CONFIRMING ISSUES 1 THROUGH 3.

2060183771

THANKS,
GIUSEPPE

From: Mark BURGESS on Wed, Apr 6, 1994 5:09 PM
Subject: May Direct Mail
To: DAlessandro, Giuseppe; Arun SINHA; Nichelle NICHOLAS; Mindy MEADE; Mark BURGESS

Arun:

In order to make the May direct package work we need to get keylines out on Monday, 3/11. To do this we will need you to forward the following by Friday(if not sooner):

1. UPC codes for the three coupons.
 - Get A Free Pack
 - Buy-One-Get-One-Free
 - Buy-Two-Get-One-Free
2. POS # for the outer envelope and form.
3. Expiration dates for the three coupons.

Just a couple of issues we need to confirm.

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